



TORONTO: March 20 - 21

SPONSORSHIP OPPORTUNITIES

Exhibition: March 20 & 21, 2013



For Sponsorship Inquiries, please contact:

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Produced by



Part of:





Launched in 2009

Toronto: March 20 – 21, 2013

San Francisco: April 15 – 16, 2013

Chicago: June 11 – 12, 2013

Boston: September 30 – October 1, 2013

Attendee Profile

Business leaders and decision-makers employing – or planning to employ – predictive analytics to solve business challenges; core practitioners tasked with deploying and operating predictive analytics tools.

Predictive Analytics World draws attendees from a variety of different industries. Meet face –to-face with top predictive analytics experts, practitioners, authors and business thought leaders. This business focused event provides attendees with the resources needed to turn their data into true business objectives.



2013 SPONSORSHIP OVERVIEW

| Conference Sponsor | Diamond (Exclusive to 2) | Gold (Limited to 4) | Silver | Bronze | Turnkey Package |
|---|-----------------------------|---------------------------|-------------------------|-----------|--------------------|
| Price | \$25,000 | \$15,000 | \$8,000 | \$5000 | \$4000 |
| Pre-Event Visibility | | | | | |
| Logo attribution on all promotional material including: website, Preview Guide, Conference Guide, print advertising & onsite signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company/Product profile listing on website & Conference Guide | 150 words | 100 words | 75 words | 75 words | 50 words |
| One-time use of pre-event email list (email produced by sponsor & approved and distributed by RM) | ✓ | | | | |
| Company/Product inclusion, as part of pre-show logistics email sent by RM | Logo, 100 words & link | 50 words & link | | | |
| Event Visibility | | | | | |
| Exhibit Space | 20' x 20' | 10' x 20' | 10' x 10' | 10' x 10' | Turnkey POD |
| Plenary presentation prior to Keynote + introduction of keynote (Order confirmed by contract date) | 10 minutes + Keynote Intro | | | | |
| Track Session Exclusive sponsorship, audience address + track moderation (one per track) | | 5 min. + track moderation | | | |
| 2 minute audience address as part of sponsored conference block. (Order confirmed by contract date) | | 2 minute elevator pitch | 2 minute elevator pitch | | |
| Ad in Conference Guide | Full Page 4-color | ½ Page 4-color | ¼ Page 4-color | | |
| Complimentary Full Access Conference Pass | 6 | 3 | 2 | 1 | |
| Complimentary Social Networking Pass | 3 | 3 | 3 | 2 | 2 |
| Chair Drop or Bag Insert (non-paper) SWAG | ✓ | ✓ | | | |
| Conference Registration Discount for Clients & Prospects | 20% | 20% | 20% | 20% | 20% |
| Conference Registration Discount for additional staff | 20% | 20% | 15% | 15% | 10% |
| Wireless Internet Connection | ✓ | ✓ | ✓ | ✓ | ✓ |
| Post-Event Visibility | | | | | |
| One-time use of post-event email list (email produced by sponsor & approved and distributed by RM) | ✓ | | | | |
| One-time use of Post-event direct mail list (through bonded mail house) | ✓ | ✓ | | | |
| Whitepaper or On-Demand Webinar marketed to event attendees and newsletter subscribers (Sponsor receives all register/download viewer demographics) | ✓ | | | | |



UNIQUE MARKETING OPPORTUNITIES

Attendee Badge Insert

\$4,000 (Limited to 1)

What better way to make a bold statement to attendees than to sponsor the insert designed for the badge holder and have your company's name prominently displayed to the attendees? Not only can you display your company name, but you can include product highlights and your booth number as part of the insert.

Conference Bag/Folder

\$6,500 (Limited to 1)

Increase company awareness to your targeted group by having your logo on display and in everybody's hands during the event and often for years afterwards on the conference bag/ folder. Organizer will produce the bags/folders.

Conference Bag/Folder Insert

\$750 (Unlimited available)

One piece of standard sized literature or SWAG placed in each conference attendee bag/folder.

Lanyard

\$5,000 (Limited to 1)

Greet attendees as they arrive at registration by giving them a lanyard which will be pre-attached to all delegate badges, ensuring maximum exposure during the event. The sponsor is responsible for providing the lanyards.

Ad in Conference Guide

Back Cover: \$1,500 • Inside Front and Inside Back Cover: \$1,000 • Full Page (non-premium location): \$750

Sponsor can provide one full page, 4-color, ad artwork for inclusion in the show guide, which will be referred to by the conference attendees both during and after the event.

Hotel Room Drop

\$3,000 (Limited to 1 per day for each event)

Have your message/gift hand delivered into the hotel room of your targeted conference attendees staying at the host hotel.



Lunch & Learn – 50 Minutes

\$7,500 (Limited to 2 Sponsors)

Called the “hidden gems” by previous attendees, a Lunch & Learn illustrates how common business problems are solved by showcasing your technology in a closed, “attendee only” session. Lunch & Learns give attendees an up-close and personal look at how specific tools solve specific problems. Attendees see live demonstrations of solutions to real world challenges. By sponsoring a Lunch & Learn you directly demonstrate how data and technology combine to achieve stunning results.

Your opportunity (and responsibility!) as a Lunch & Learn producer is to pick a hot topic, advanced methodology or innovative application, frame it, and demonstrate – live – how your solution excels in that arena.

LUNCH & LEARN EXPECTATIONS, RULES & GUIDELINES

These sessions are unique in the events space, allowing you to showcase your solution in a non-sales environment.

Lunch & Learn sessions include:

- A practical, live demo – not a canned presentation
- State the core business challenge that most attendees face. This is an explanation of the COMMON business problem/opportunity.
- Present a documented use case or case study on that issue
- Illustrate your approach to solving the problem with your technology; this goal is to provide an example of how your technology is being used to solve the business problem/opportunity discussed.
- You are encouraged to bring a client to co-present; your client will receive speaker status at the conference which means a bio on the website and in the printed conference guide as well as a full conference speaker pass to the event.

EDITORIAL REQUIREMENTS: Lunch & Learn sessions must be approved by the Conference Chair

- Sponsor can leave behind literature
- Quarter page 4-color ad in printed conference guide & listing in conference agenda schedule
- Client prospect full conference registration passes at a 20% discount
- Logo on website and in conference guide in the agenda as Lunch & Learn Sponsor
- Electricity, wireless internet connection and a projector provided in room



Official Passport Program

Front Cover, Exclusive: \$1,000 • Participation: \$500 (Limited to 10 Sponsors for each event)

Make your booth a mandatory stop for all attendees at the conference. Participating exhibitors will receive a special stamp to be stamped in the passport of attendees who stop by your booth. Once their passport is full of stamps attendees drop it off at registration for entry to win outstanding prizes like \$1000 cold cash, iPad & Bose Speakers!

Registration

\$6,000 (Limited to 1 Sponsor for each event)

- Placement of a banner posted on the registration page for the conference
- Ad or link in all confirmation emails that are sent to registered attendees
- On-site signage in registration area.
- One (1) piece of literature on registration counter

Internet Lounge

\$6,000 (Exclusive to 1 Sponsor)

Exclusive branding for your company as the internet lounge sponsor. Attendees will be using the lounge on the exhibit floor to check email. Brand and logo will appear on signage in lounge and promoted at conference. Sponsor will have opportunity to place literature in the Lounge.

PAW On-Demand Webinar or Whitepaper

\$5,000

The PAW On-Demand Webinars and Whitepapers are designed to provide extensive visibility, credibility, and brand value. A successful On-Demand Webinar or Whitepaper campaigns comes directly down to “Why” according to research by the Content Marketing Institute: *It’s the why, which is the existing emotional motivation of our audience, that makes it possible to create truly engaging and relevant content. Discovering that why begins first with understanding the problem you solve, who you’re solving it for, and how that problem affects them as people, not just personas. In order to attract the leads that are most likely to become customers, you have to be very clear about the problems your products or services solve then create content directly related to those problems.*

Your opportunity as a PAW On-Demand Webinar and/or Whitepaper Sponsor is to engage the marketing analytics community in answering the all-important WHY. Your campaign results will only be as strong as the offering you create for download.



Package includes:

- Sponsor organization will provide full 90 minute or less pre-recorded webinar or whitepaper. Sponsor has full editorial control, but be aware that the quality of the content will directly impact the quality of your leads.
- Rising Media, Inc. will provide guidance and feedback on the description provided by the sponsor. However, sponsor has final editorial say on the description to be used to publicize the offering.
- Sponsor organization may (at their discretion) insert logo and contact information wherever they deem appropriate throughout offering.
- Offering will be promoted and available for viewing/download for a 3 month period.
- Sponsor organization may provide up to 3 demographic registration questions.
- All registrant demographic information is provided to sponsor organization.

For more details, please contact:

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